



Charlotte City Council
Economic Development Committee
Summary
October 25, 2018

COMMITTEE AGENDA TOPICS

- I. Economic Development Strategic Plan (no action required)

COMMITTEE INFORMATION

Committee Members Present: James Mitchell (Chair), Ed Driggs (Vice Chair), Matt Newton, Justin Harlow and LaWana Mayfield

Guest(s): Tariq Bokhari

Staff Resources: Tracy Dodson, City Manager's Office

Meeting Duration: 12:00 p.m. -1:45p.m.

ATTACHMENTS

1. Agenda – October 25, 2018
2. Presentation – Our New Approach to Economic Development
3. Handout – Matrix

DISCUSSION HIGHLIGHTS

Chairman Mitchell called the meeting to order and asked the audience to introduce themselves. He introduced the agenda items and turned the meeting over to Tracy Dodson to start the Economic Development Strategic Plan presentation.

Economic Development Strategic Plan

Tracy Dodson provided the Committee with an overview of the Economic Development Strategic Plan (EDSP). She covered information on our current situation, which included key inputs that were reviewed at the ED Committee Retreat in August, the eleven aspects of the City's new approach, and a review of the new organizational goals and matrix style approach to help Charlotte's businesses and residents thrive. Mrs. Dodson noted the need to coordinate our economic development eco-system efforts to be focused, strategic, pro-active, hyper-coordinated, seamless and results-oriented.

The Committee discussion produced the following input and feedback:

- Ensure substantial and coordinated efforts
- Consider including workforce development/talent as a standalone pillar on the matrix model
- Include something that identifies Charlotte and what's unique

- Disconnect for developing homegrown talent (include in mission - attracting growth)
- Identify demographic density with our younger and older adults
- Ensure community understands the new ED model
- Position ourselves for local citizens to have access to jobs for new businesses being recruited to Charlotte
- Track data on people moving to Charlotte and jobs they are seeking
- Coordinate efforts with other City priorities (example: affordable housing)
- Explore budget resources needed for ED Department to carry out efforts
- Be intentional to train high school students for technical skills (Project P.I.E.C.E.)
- Add to circulation slogan: “Charlotte’s got a lot of experience”

Next Meeting

The ED Committee members added two additional meetings to their schedule: Wednesday, October 31 at 2:30pm and Thursday, November 15 at 2:00pm.

The meeting adjourned at 1:45p.m.